

**REMARKS**

Applicants have carefully reviewed the Office Action dated February 2, 2004. Claims 1-18 are pending in this application. Applicants have amended Claims 1 and 8 to more clearly point out the present inventive concept. Reconsideration and favorable action is respectfully requested.

Claims 1-18 stand rejected under 35 U.S.C. 103(a) as being unpatentable over *Markowitz et al.*, in view of newly cited patent to *Parsons, Jr., et al.* This rejection is respectfully traversed with respect to the amended claims.

Claims 1 and 8 have been amended, these being independent claims, to more clearly point out the present inventive concept. As amended, independent Claims 1 and 8 define that the web page that is transmitted to a user is comprised of normal web content which is uniquely associated with the URL and with banner advertising. The web content is that which a user would normally expect to receive. The banner advertising is additional information that is added to, in some people's opinion, "clutter" the screen. As the user increases his resolution, the actual content will decrease, and the banner advertising will also decrease correspondingly. With Applicants' present inventive concept, as defined by the amended claims, the relative size of the banner advertising to the content can be varied such that more content can be placed thereon or the size of the banner advertising can be increased relative to the web content. It is the use of the resolution settings for determining how the web page is to be transmitted and how the banner advertising space relative thereto is maximized. Neither *Parsons* nor *Markowitz et al.*, taken singularly or in combination, disclosed this concept as neither is directed toward maximizing banner space. Therefore, Applicants respectfully request withdrawal of the 35 U.S.C. 103(a) rejection with respect to Claims 1-18.

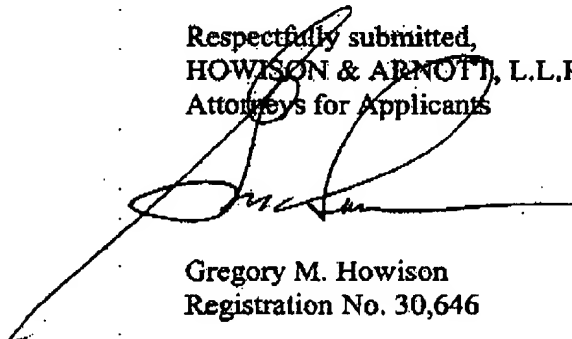
Applicants have now made an earnest attempt in order to place this case in condition for allowance. For the reasons stated above, Applicants respectfully request full allowance of the claims

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as amended. Please charge any additional fees or deficiencies in fees or credit any overpayment to Deposit Account No. 20-0780/PHLY-24,768 of HOWISON & ARNOTT, L.L.P.

Respectfully submitted,  
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